



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

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RAINWEAR "SHINES" FOR SPRING

"Shine" is increasingly popular in weather-proofed fabrics. But even newsier is the big trend to rainsuits and rainDRESSES for rain or shine, in rainwear and RTW markets.

MANY LIGHTWEIGHT COATS & CAPES ARE UNLINED

Most COATS are 43 to 45 inches long: shirt-coats -- smock coats -- trenchcoats needn't look mannish: a full-skirted black trench with big, convertible notch collar has unique long epaulets that slant down the back Raglan seams (Viola Sylbert's first rainwear collection, made by Drizzle) -- Balmacaans -- dusters -- almost all have optional self tie-belts ... pea and pants JACKETS abound ... CAPES are battened down with buttons ... with Norellish square patch pockets centered under the slits, in gold poplin with 7 brass ball buttons (Max Adler/T. T. Mallo), beige poplin panel back (Donald Brooks/Main Street) ... epaulet cape with ring-pulled zippers that can open arm slits from the inside, too, and a circular cape (Haire for Friedrichs) ... 5 golden buttons and deep, square back yoke that slants to a pointed front, on beige warp-knit Qiana, also cape and matching smock-back coat in oyster, coral or tan poplin (Judy Scates/Raincheetahs) ... white-rimmed buttons and white "marsh-mallow" piping, including V-yoke echoing pointed collar, on baby-blue canvas (Mallo) ... CAPE-COAT, a la Sherlock Holmes, the ripple-back, 3/4 length cape attached to outside sleeve seams, so arms can move freely (Donald Brooks).

SOFT, SIGNATURE DETAILS

CAPE YOKES (Max Adler/T. T. Mallo) -- bracket-shaped (Margit Brandt/Drizzle, Raincheetahs) -- all around, in front, too, on shawl collared trench with circular (continued on page 3)

NEWSY WEST COAST LOOK IN MENSWEAR A HIT

An abundance of new creative talent in the West Coast menswear market set a new pace as the Men's Fashion Association held its first Press Preview in conjunction with the California Men's Apparel Guild's annual October market week in Palm Springs. Admittedly, this market's over-decorated cowpoke, oilman and rancher gear looks best in bright sunlight. But the rest, which is to say most of it, not only exports well into less giddy climates, but is so attractive, wearable and well priced, even sedate Eastern stores now find it in demand.

LEISURE SUITS -- WEST COAST NATIVES

Leading manufacturers say they have now become classics -- are worn after business hours. Also called "easy suits," three types were shown: battlejacks, dressier looking now, because they end several inches below the waist ... shirtsuits with colorful print linings ... Unlined shirt-suits. All can be worn over printed sport-shirts, or over bare skin -- the latter considerably improved by the addition of a knotted neckerchief above a necklace. Best looking with cuffs open and turned back at the elbow, displaying a printed lining or shirtcuff.

A WEALTH OF DETAILS gives "expensive" look ... epaulets, on the shoulders, epaulet-tabs on sleeves, and closing pockets ... pockets a'plenty, as many as eight on a single suit, its sleeves included -- most are flapped bellows -- many are hidden in vertical zippers, even in sleeve seams ... buttons and snaps, up to 5 or 7 ... contrast stitching adds a rich look.

THE NEW WEST COAST TALENTS

Women's couturier Michael Novarese, in his first collection of tailored sportswear (continued on page 2)

for Ratner Clothes, introduces his new abbreviated "California notch" which is small enough to make today's prevailing wide lapels acceptable to the most conservative dresser. Many jackets and pants are interchangeable, and several easy suits can span the looks and temperatures from takeoff in a blizzard to arrival on a tropical isle.

While not new, Louis Roth now constructs his tailored suits with a forward pitched sleeve and shoulder, a discovery Charles James made a decade ago in his short-lived foray into infants' wear, "because arms are bent in a forward position most of the time."

The quality and diversity of simply super prints, many museum-worthy, were the joyous contribution of Stuart Nelson, a transplanted New Yorker. Medallion prints on dark-ground nylon-jersey sport shirts were all in multi-color, but bland, not blatant. The real conversation ice-breakers: Japanese herons and bamboo shoots -- pointillist lion head or zebra -- abstract-geometric Mondrian -- abstract Jackson Pollock -- "neat" Deco people against a Radio City background -- a dancer in front of the Eiffel Tower ... Old Masters: Leonardo da Vinci's Mona Lisa -- Breughel ... French Impressionists: Lautrec's Moulin Rouge -- Millet's Windmill -- Degas' Ballerinas -- Van Gogh -- Renoir -- Seurat.

ORIGINALITY IN FABRICS

TAKE A SECOND LOOK AT THESE LEATHERS: A buttery leather, and a fake which wipes clean with a damp cloth, and you can't tell them apart with the naked eye -- a genuine pigskin suede jacket with contrast stitching, instructs the owner to "machine-wash, do NOT dry-clean!" -- PRICE-CONSCIOUS TWO-FERS THAT REVERSE: luggage tan leather to suede -- faded-blue-denim color leather to dark teal blue suede -- palomino-beige cabretta to brown mid-wale corduroy with camel leather trim. WOVENS AND KNITS: white poly-cotton crinkle gauze happily replaced recycled denim -- the actual West Coast native looks much more presentable now in dark blue with red or pink top-stitching -- slightly glossy Lycra/cotton stretch jeans are the newest.

PRINTS AND COLORS

Engineered prints, screen prints and photo-transfer prints are newest on shirts, T-shirts and tank tops -- subjects: people, exotic places, and some amusing products to delight youngsters and young teens.

Powder blue, the new youth color, is as handsome in leather as in fabric ... bright reds are eye-poppers ... much peach, salmon, terra cotta, cinnamon ... white, sand, ivory, buttery yellow ... and cool, cool greens, from a pale, dusty mountain green to sage, bottle, forest and several in between.

NOW: CLEAR, CRYSTAL EYEGLASS FRAMES

The Tenth Annual Design Awards of the Fashion Eyewear Group of America not only noted the jump from a dozen styles and colors, a decade ago, to the current 9,000-plus. It also spelled the change from primary colors to new soft tints, the change from opaque colors to crystal-clear see-throughs, and the change from hard geometric shapes to softened, sculptured edges.

Shapes remain big, but no longer giant, which is good news for anyone wearing corrective lenses.

Interesting bridge treatments now go into their second generation: decorative metal circles, bands or discs, embedded right in the plastic front, act as a subtle new trim.

The new crystal colors: soft lilac, amber, grays, beige-peach, and sparkling jewel tones. Men's frames echo the new soft color explosion, and even the still all-popular brown palette bears no resemblance to the old horn-rimmed look.

COMING UP IN FI:

- ... Italian Couture
- ... French Couture
- ... Summer RTW in N.Y.
- ... European Boutiques

skirt, in parsley green (Friedricks) ...
DROP SHOULDER YOKES -- some V'd in back --
narrow top-of-shoulder yokes with picot
edges (Viola Sylbert Designs) ... RAGLAN
SLEEVES ... FLY-FRONT ... Industrial
size ZIP-FRONT ... BUTTONED TABS -- verti-
cal, on sleeves, to keep the rain out
(Sylbert), to roll sleeves up or down (Bill
Blass/Bond Street) -- horizontal, over fly-
front (Blass), across side slits, for
access to skirt or pants pockets (Sylbert)
... POCKETS -- with button down bracket
shaped flaps (Sylbert) -- a sextet in
front with smoked pearl buttons on the
flaps, also two patch pockets of completely
open pleats (Donald Brooks) ... CONTRAST
PIPING ... big, fat CONTRAST COLOR ARROWS
go North and South, or East and West
(Brooks) ... completely PIN-TUCKED BODICES
(Friedricks).

A NEW SOLUTION: THE RAIN DRESS

It becomes a fact of life, for Spring,
mostly in poly-cotton poplin ... CHEMISES
(Adele Simpson, N.O.W. Studio/Chester Wein-
berg) -- in bright poplin (Albert Nipon)
-- YSL chemise with pin-tucked bodice,
shirred skirt (Friedricks) ... COAT/DRESS,
wear as either, in yellow, lilac, green
cotton gab (Kasper for J.L. Sport) ...
TENTY COAT-DRESS with collared keystone
yoke and big buttons, also overblouse with
laced-up-front panel skirt, in natural
poplin (Brenner Couture).

RAINSUITS COME WITH PANTS -- AND/OR SKIRTS

PANTS, SKIRTS, TOPS in vivid nylon-cire
(DD Dominick) -- smock jacket/hip-stitched
pleated skirt (Sylbert) -- white-piped
PANTSUITS in light tan soft-hand Nandel/
nylon and cowboy jacketed in rose corduroy
(Raincheetahs) -- skirt-suits in celadon
green, red (Weinberg) -- summer-weight
semi-gloss-coated cotton suits in white,
teal, khaki (Rafael).

POPLIN, AND ALL THE OTHER SPRING COTTONS

You've never seen so many POPLINS: light
weight -- beige (Brooks, Blass, Mallo) --
vanilla, with chocolate "marshmallow"
piping and stitching, gold cape (Mallo) --
red -- navy -- lightweight Spanish poplin
(Friedricks) -- POPLIN-FAILLE (Brooks) --
Nino, an extremely fine-weave poly-cotton

poplin from West Germany with acrylic coat-
ing, in beiges (Margit Brandt) -- bamboo
linear square plaid on woven cotton (Donald
Brooks) -- O.D. Army cloth, and black polish-
ed cotton chintz (Sylbert) ... light-weight
CANVAS -- oyster, beige, baby blue, tumble-
weed (Mallo) -- white, red, navy.

QIANA LEADS THE GOOD SYNTHETICS

Qiana in beige warp-knit (Raincheetahs) --
in twill, gold, flame, and beautiful prints
in split-shoulder, A-line safari coats for
petites (Mallo) ... weightless black, shiny
polyester-on-nylon-knit, unlined (Rainchee-
tahs).

... AND THE WATERPROOFS

CIRE -- black capes -- chocolate brown petit-
point yoke-top, fly-front tent (Friedricks)
... GLAZED poly-cotton in 2-tone reversibles
... RUBBERIZED tissue canvas in khaki, olive
(Sylbert) -- 2-ply rubberized cotton, unlined,
in tan, peach (Mallo). And in all fabrics,
BLACK is tops in Spring rainwear.

A NEW CONCEPT IN "SIGNATURE" FABRICS

Famous store logos worked into handsome all-
over abstract patterns that make them diffi-
cult to decipher, but super-exclusive to
each prestige store. They're Judy Scates'
own woven fabric designs for Raincheetahs,
with matching handbags and Lark Luggage.

A NEW WAY TO TAKE THE WEIGHT OFF YOUR FEET

A wavy (side and bottom) wedge supports
and puts all your weight under your arch,
completely frees both the front and back
of your foot! Your feet cannot tire be-
cause the shoes move you as on a cloud!
The wavy white sole is both stronger and
more resilient than crepe-rubber and the
maker says it cannot wear out. Linings
and uppers are natural leather, so feet
can breathe. Called "Get There," retail
\$25 to \$35, depending on styles, which are
innumerable. Invented, and made in Italy,
by Famolare, 8 West 58th St., N.Y.C. 10019.
Tel.: (212) 593-1470.

THIS LUGGAGE NEVER LEAVES YOUR SIDE

Probably everything you've ever wished for in handsome, lightweight carry-on luggage for men and women: Julia Raymond's patented TOTE-ALLY and TOTE-ALLY II. Both fit under airline seat, have handles for easy retrieving. The first is a 3-in-one travel tote with hand-to-shoulder strap that separates into (1) a roomy tote with inside zippered and outside open magazine pockets, (2) a separate small bag or utility kit with zippered inside pocket and hand- or shoulder-strap and (3) a hard-bottom shoe or cosmetics case.

No. II is a flexible garment carrier that folds up to the size of a large briefcase, unfolds to hang at once by its built-in hook. Inside jersey-lined hangers keep clothes wrinkle-free. Has zippered accessories compartment and secret zipper pocket inside its flap. In waterproof, nut brown, wipe-clean, leather-textured strong vinyl; or natural color vinyl-coated canvas with contrast piping and sturdy brass locks and fittings. Each \$75 retail. Designed and patented by Julia Raymond. Mfgd. by Circle Luggage Co., 4041 Ridge Ave., Phila., Pa. 19129. Tel.: (215) 848-0400.

NEW BOOK TEACHES AMATEURS "BASIC TAILORING"

For experienced amateurs, not actual novices, "Basic Tailoring," just out, is the 6th volume in TIME-LIFE's Books series on "The Art of Sewing." But the more experienced needlecrafter will find it a complete, step-by-step guide for making a tailored suit for either a man or a woman. Every detail is amply illustrated, including multi-color sketches that indicate multiple layers such as interfacing, lining, etc. (208 pages, \$8.95, distributed by Little, Brown & Co., Boston).

INTIMATE APPAREL STRESSES STRETCH

Stretch fabrics, knit terry, poly/cotton knits are the newsiest for Spring collections. Double-life dressing is the keynote of LEISURE WEAR -- a white cotton "Mexican wedding dress," and moire-printed cottons (Margit Brandt/Formfit Rogers). Knit terry in T-shirts and robes that double for beach wear (Stan Herman/Youthcraft) ... Long casual cottons, appliqued and back-wrapped (Concept '70) ... Pinafores and aprons that can be worn three ways: (1) over sleep gowns at home, (2) over T-shirts to go out, (3) as sundresses for the beach. The accent in on fit, function, and easy care.

SATIN-FINISHED TRICOTS and POLYESTER SATIN are lace-trimmed, epitomizing the revival of the sexy look in lingerie ... teddies, camisoles, and Ruby Keeler "dance pants" (Vanity Fair).

STRETCH LACE functions doubly -- strategically for fit and for trim. Stretch fabrics (Lycra the key component) also make the bodices of sleep gowns and slips. PANTIES: light control stretch fabrics, the newest cotton/Lycra recommended by doctors.

DRAWSTRINGS, SLEEVES, SHEERS ...

New diaphanous SLEEPWEAR SILHOUETTES (Cinandre, Stan Herman/Youthcraft, John Kloss) ... drawstrings detail necklines, waistlines, cuffs ... short sleeves, mostly puffed, some with lace -- flutter sleeves (Miss Dior, Cinandre) ... ruffled pinafores (Van Raalte), also for sleeping ... PAJAMAS, lavishly lace-trimmed (Vanity Fair). Chief details: lettuce edging, ruching (Kay Unger/Formfit Rogers), fagotting. Prints run to subdued florals ... tulip print on opaque Antron III (Pucci/Formfit Rogers).

PARIS PRET-A-PORTER ... April 5-10

LONDON INT'L FASHION FAIR ... April 8-10

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